

Figure 1

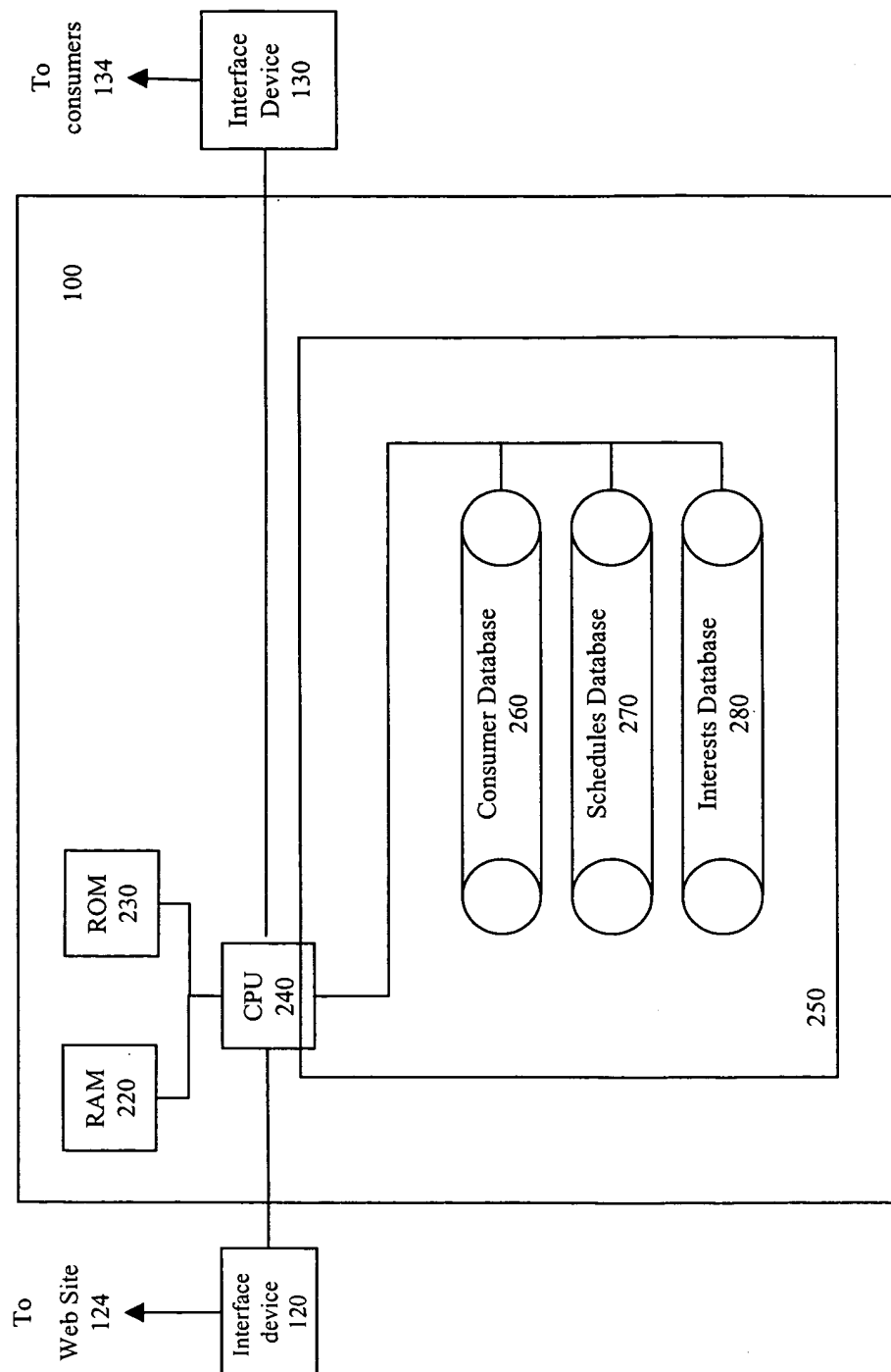


Figure 2

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Consumer Database 260

310	320	330	340	350	360	370	380	390
Consumer ID	Consumer Name, Address and e-mail	Geographic Code	Personal Info.	Registration Date	Web Sites of Interest	Time Last Visited	Interest Categories	Peer Group Interests

Figure 3

Web Site Database 270

410	420	430	440	450	460	470	480	490	500
Web Site ID	Web Site Name/Address	Registration Info (if any)	Previous Site Content Cache	Last Crawl	Last Update	Next Scheduled Update	Next Predicted Update	Interest Categories	Ads/ Promos

Figure 4

Interest Database 280

510	520	530
Interest Category	Associated Ads/Promos	Web Sites to Recommend

Figure 5

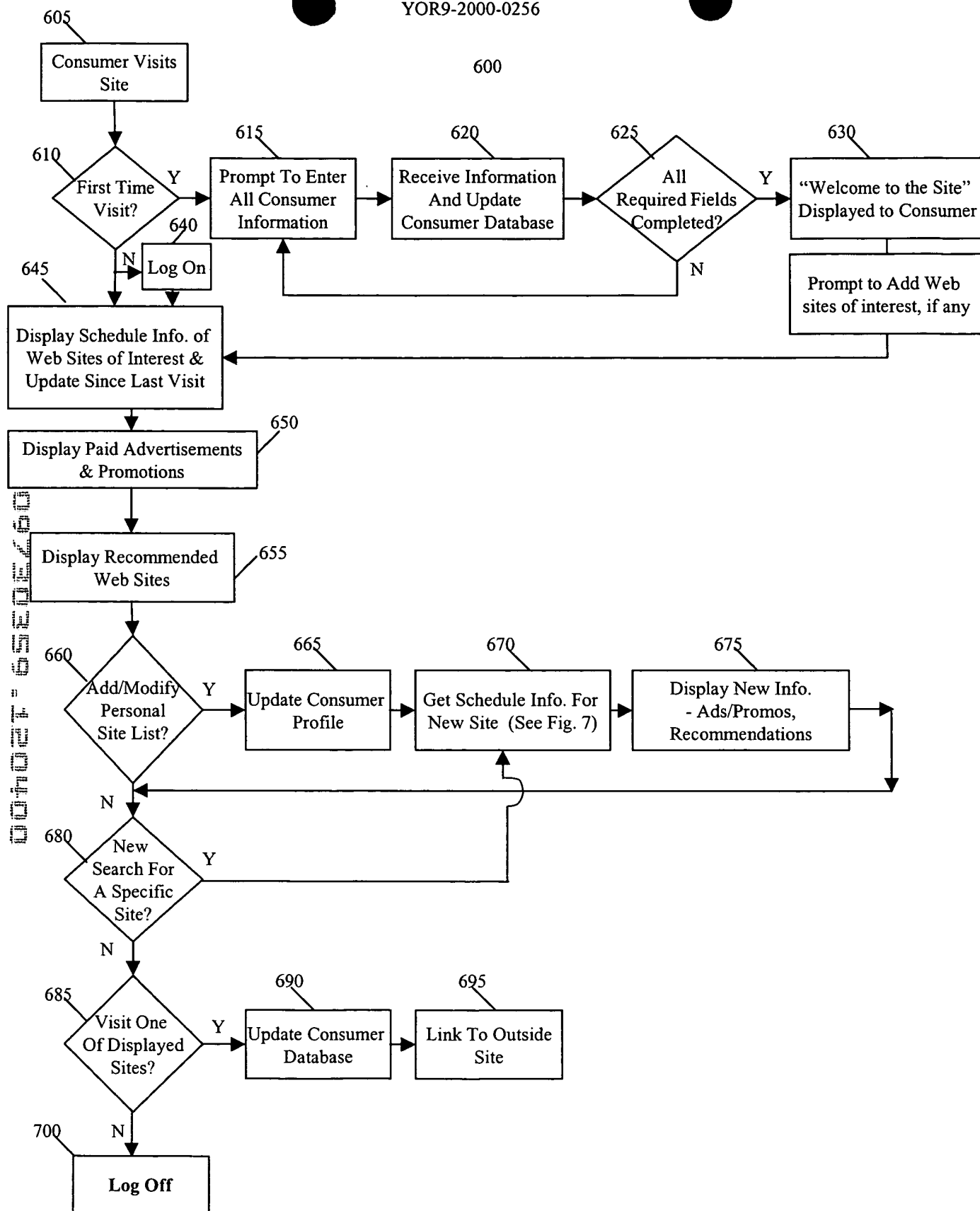


Figure 6

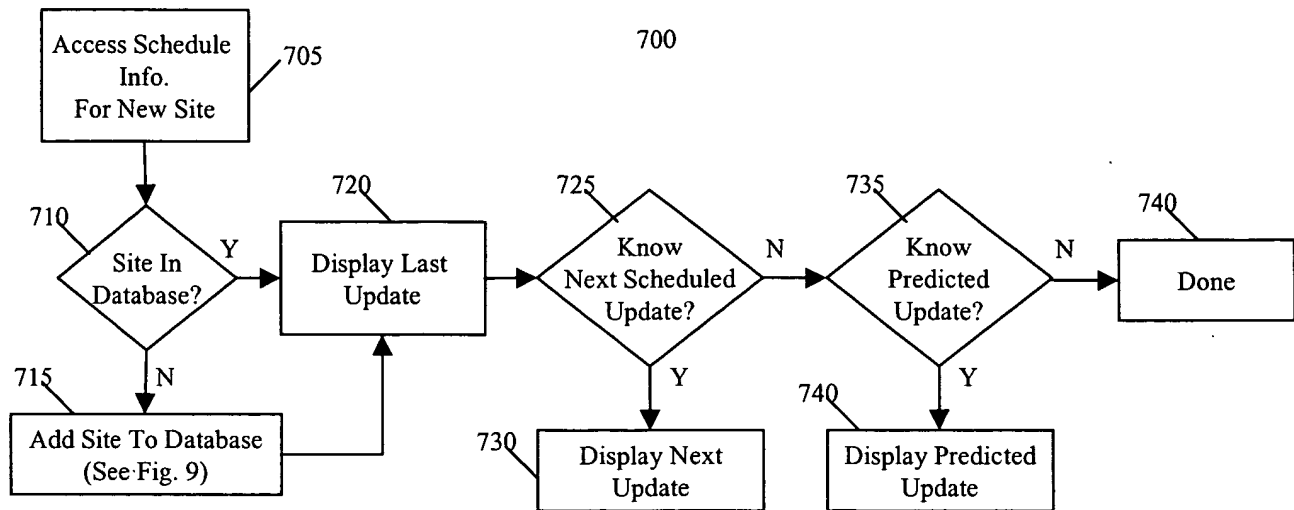


Figure 7

004021-63E0E260

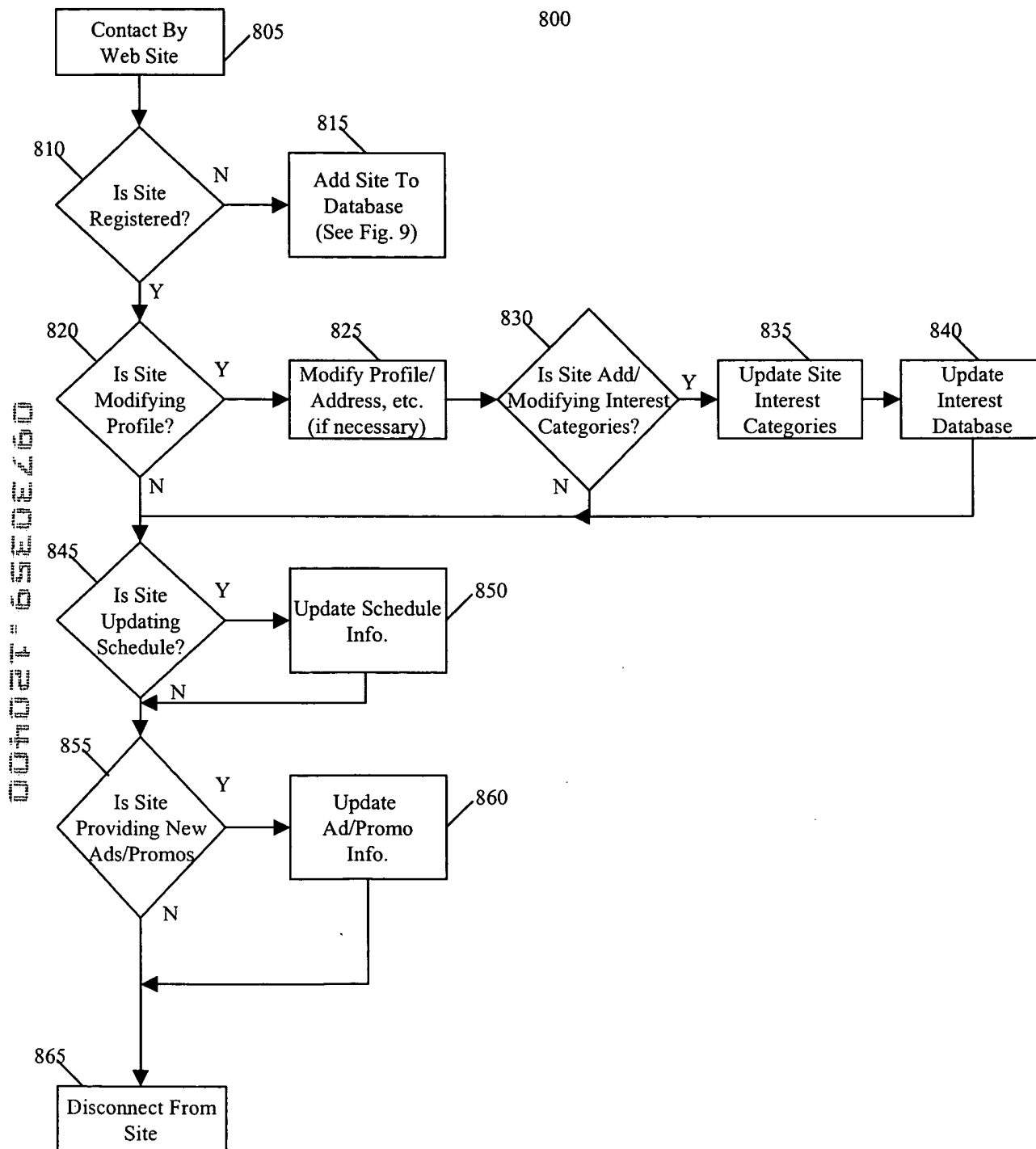


Figure 8

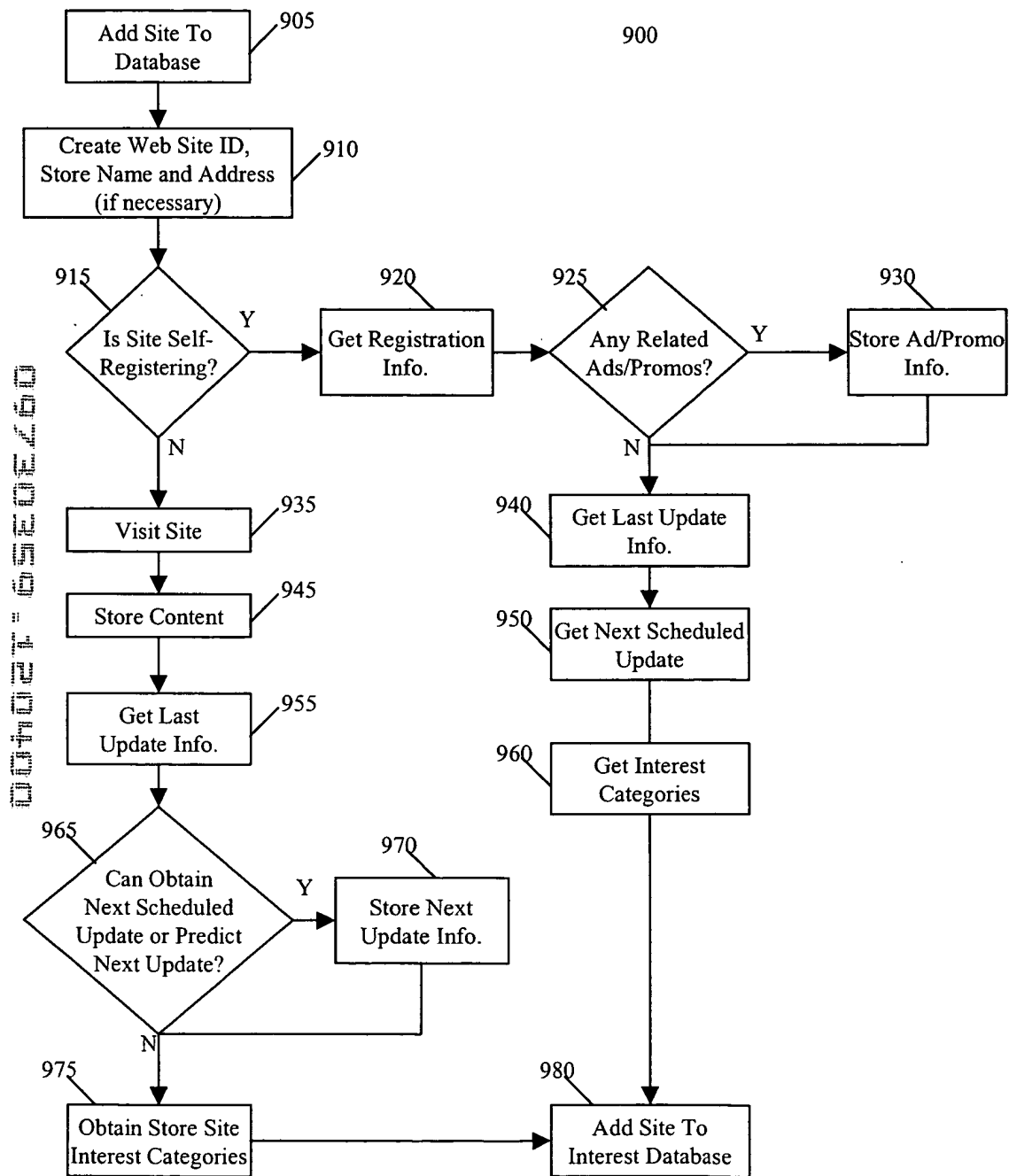


Figure 9

1000

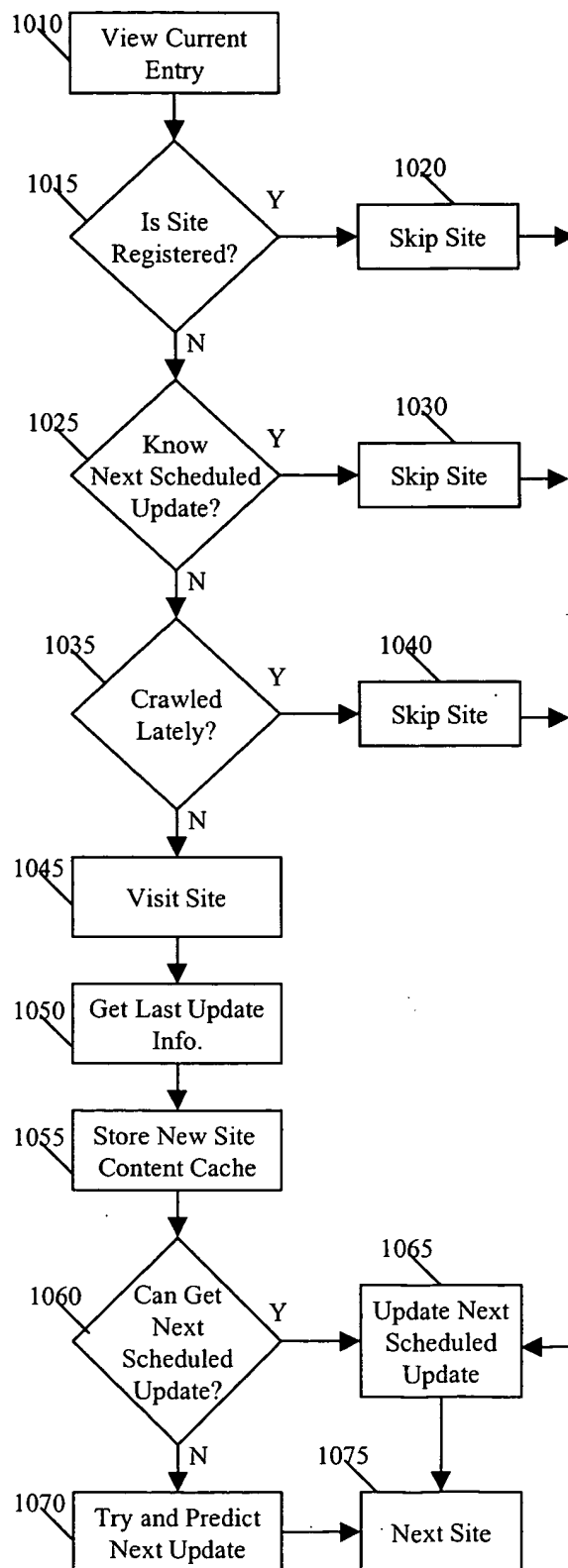


Figure 10